



consumer register

A supplement to Consumer News

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Register results

The following regulations or standards have been issued by Federal agencies. They have all previously been summarized in CONSUMER REGISTER as proposals. The extent of consumer comment on each item will be reported when such information is available.

● On June 7, Interstate Commerce Commission (ICC) amended its regulations to require household movers to provide consumers with standard forms for reporting their moving experiences to ICC.

Details—*Federal Register*: March 14, page 9831; June 13, 1973, page 15526; Aug. 2, 1972, page 15466. CONSUMER REGISTER: July 15, 1973; Sept. 1, 1972.

● On Jan. 1, 1975, Consumer Product Safety Commission (CPSC) will adopt mandatory safety standards for bicycles. Details—*Federal Register*: July 16, page 26100; May 10, 1973, page 12299. CONSUMER NEWS: June 1, 1973. CONSUMER REGISTER: June 1, 1973. [Proposal on bicycle labeling follows. Related article on bicycles in this issue of CONSUMER NEWS.]

Bicycle safety

Aug. 15 is deadline for comments on Consumer Product Safety Commission's (CPSC) proposal to require that bicycles shipped across state lines after Jan. 1, 1975, have labels telling consumers the bicycles comply with CPSC's mandatory safety regulations.

The labeling requirement would continue for 2 years after the effective date. Bicycles shipped in interstate commerce before Jan. 1 may continue to be sold to consumers even if they do not meet the safety standards. The proposed labeling—"Meets U.S. Consumer Product Safety Commission Safety Regulations for Bicycles"—would identify the bicycles that have (1) required wide angle reflectors or reflectorized tires, (2) protected edges on metal fenders & (3) acceptable frames, steering systems, wheels & brakes. [See related article in this issue of CONSUMER NEWS.]

Details—*Federal Register*: July 16, page 26113; May 10, 1973, page 12299. CONSUMER NEWS: June 1, 1973. CONSUMER REGISTER: June 1, 1973. Send comments to Office of the Secretary, Consumer Product Safety Commission, Washington, DC 20207.

TV ads for children

Sept. 9 is deadline for comments on Federal Trade Commission's (FTC) proposed guide to ban television advertising of premiums directed to children.

FTC says "guides are issued to clarify legal approaches to such single-industry concerns as cigarette advertis-

ing. . . . Other guides discuss illegalities—deceptive pricing, bait advertising, etc.—that occur in many industries. Not only do the guides alert the industries involved, but they also educate consumers & protect them from being victimized by improper sales practices."

Purpose of the proposal is to protect children from being enticed to breakfast cereals & other products through advertising of give-away & mail-away offers that have no relationship to the product or service. For example, a toy wagon that can be constructed from pieces cut out of the product's box would be prohibited.

FTC's proposed guide does not prohibit the practice of offering premiums as such but only prohibits TV advertising of premiums directed to children. Although the advertising applies only to TV (& not other media), FTC is interested in receiving comments from consumers on whether other media (such as radio & magazines) should be included.

Details—*Federal Register*: July 11, page 25505. Send comments to Secretary, Federal Trade Commission, Washington, DC 20580. [See related article, "Unfair practices," in July 15 issue of CONSUMER NEWS.]

IUDs

Aug. 7 is deadline for consumers to notify Food & Drug Administration (FDA) of their intent to participate in a public hearing about the safety of the Dalkon Shield intrauterine device (IUD). Hearing will be at 9 a.m., Aug. 21, in Conference Room E, Parklawn Building, 5600 Fishers Lane, Rockville, MD. Hearing also will consider safety of other IUDs.

Details—*Federal Register*: July 15, page 25967. CONSUMER NEWS: July 15. Send notification or inquiry to Dr. Lillian Yin (HFK-400), Parklawn Bldg., 5600 Fishers Lane, Rockville, MD 20852 (telephone: 301-443-3550).

Over-the-counter drugs

Aug. 5 is deadline for comments on Food & Drug Administration's (FDA) proposal to change the labeling of over-the-counter (OTC) drugs.

FDA's proposal would no longer require OTC labels to say "Keep this & all drugs out of the reach of children. In case of accidental overdose, contact a physician immediately." Instead, FDA proposes that labels say "Keep this & all drugs out of the reach of children. In case of accidental overdose, seek professional assistance or contact a poison control center immediately."

FDA feels this revision would tell consumers that there is more than one source of assistance available—that poison control centers (as well as professionals such as doctors, nurses & dentists) can offer help.

FDA also proposes to revoke the following OTC drug interaction warning: "Warning: Do not take this product

Note

See page 3 of CONSUMER NEWS for convenient coupon designed for your reply to one of these proposals in CONSUMER REGISTER.

concurrently with a prescription drug except on the advice of a physician." FDA says possible drug interactions should be handled in a special section that states the specific or general interaction problem that might be involved with a particular OTC drug.

Details—*Federal Register*: June 4, page 19880. Send comments to Hearing Clerk, Food & Drug Administration, 5600 Fishers Lane, Rockville, MD 20852.

Deceptive pricing

Aug. 19 is deadline for comments on Federal Trade Commission's (FTC) proposed guides against deceptive pricing. They apply to price comparisons that merchants or manufacturers use in their advertising.

Purpose of the proposed guides is to make sure the advertiser of goods or services tells the truth—clearly—when he states his asking price & does not deceive consumers by using sales gimmicks. Some of the deceptions FTC says advertisers should stop using are:

- Using the words "sale" or "reduced to" unless the reduction is recent & the immediately preceding price is disclosed.
- Advertising a "sale" or other temporary change in prices unless consumers are told approximately how long the sale will last.
- Comparing price of one article with that of another article unless the price for the article is explicitly identified (whether it is a manufacturer's list price, advertiser's own price, competitor's offering price, etc.).
- Advertising lowered prices—such as "special purchase," "exceptional purchase," "clearance," "manufacturer's close-out"—unless the prices are actually lower than the advertiser's usual prices.
- Using the term "wholesale" in his advertising price unless he makes substantial bona fide sales to retailers at those prices. FTC would like consumer comments on (1) whether these are the types of deceptions that should be abandoned; (2) what types of phrases or words attract consumers most—such as "reduced to," "list price," "wholesale," "clearance"; & (3) whether consumers actually know what some of these words mean. This information will help FTC formulate guides or regulations.

Details—*Federal Register*: June 18, page 21059. Send comments to Assistant Director for Marketing Practices, Bureau of Consumer Protection, Federal Trade Commission, Washington, DC 20580.

Food labeling

Food & Drug Administration (FDA) has issued the 4th major part of its program to revise food labels. Goal of the program is to improve the nutritional & other information offered to consumers by food labels. Program includes 14 proposals, on which FDA requests comments by Aug. 13, & 4 final regulations.

In general, the purpose of the new proposals is to assure that nutritional labeling is not abused by manufacturers promoting a worthless food. Also, the purpose is to assure that when nutrients are added at proper levels, the consumer will have a well-balanced product. The proposals define how & when nutrients may be added. Some examples are:

- Establishing nutritional quality guidelines for fortified foods, such as (1) ready-to-eat breakfast cereals as well as cereals to be heated or cooked, (2) main dish products, (3) formulated meal replacements (such as weight control aids) & (4) breakfast beverage products (such as adding Vitamin C to non-carbonated beverages that are represented as breakfast juice beverages).
- Defining nutritional qualities that must be present in vegetable protein products (such as soy beans) that are used to extend or replace traditional protein sources (such as meat, fish, poultry & eggs).
- Improving nutrient level of enriched farina by adding extra iron. The higher iron level is proposed because farina is more likely to be eaten by children under 12 & adults over 65 whose diets might be deficient in iron.
- Requiring that all diluted fruit & vegetable juice beverages list percentage of juice present in product. (Present regulations apply to orange juice beverages only.)
- Requiring a uniform procedure for listing food ingredients. Individual fat & oil ingredients would have to be identified on food labels. In addition, this proposal would require labeling that tells consumers they must add an ingredient (such as meat) to complete a meal. Now this requirement applies only to "heat & serve dinners."
- Setting specific serving sizes for 5 classes of food. (FDA says serving & portion sizes are not reasonable or uniform for some products.)
- Establishing a uniform method of listing percentages of ingredients when such labeling is voluntary.

Details—*Federal Register*: June 14, page 20885. Send comments to Hearing Clerk, Food & Drug Administration, 5600 Fishers Lane, Rockville, MD 20852.

Food labeling: vitamins, sirup, baby food

Food & Drug Administration (FDA) has issued final regulations on:

- Optional addition of Vitamin C to tomato juice standard.
- Percentages of each type of sirup (maple, cane, sorghum) to be included on sirup label.
- Effective date for using "International Units" instead of "U.S.P. (United States Pharmacopoeia) Units" for Vitamins A & D.
- Procedures for use of U.S. Recommended Daily Allowances (RDAs) for nutritional labeling of baby food.

Details—*Federal Register*: June 14, page 20878.

This listing, prepared by Marion Q. Ciacio, is intended only as summary coverage of selected *Federal Register* items deemed of particular interest to consumers, & it does not affect the legal status or effect of any document required or authorized to be published pursuant to Section 5 of Federal Register Act as amended, 44 U.S.C. 1505. *Federal Register* is published Monday through Friday (except Federal Government holidays) by Office of the Federal Register, National Archives & Records Service, General Services Administration. Subscription is \$5 a month or \$45 a year & may be ordered from Superintendent of Documents, Government Printing Office, Washington, DC 20402. Superintendent also sells copies of *Federal Register* for 75¢ each. Free copies of *Federal Register* may be available in libraries.

